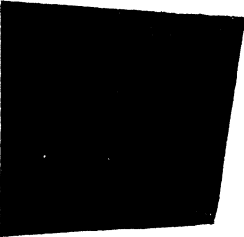


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escape may no longer be necessary . . .





The traditional efforts to escape from areas of "high pollen count" by plane, car, train or ship may frequently be unnecessary. This summer many people will be able to stay at home, or go vacationing from preference rather than from the necessity of escape. The reason is BENADRYL. The patient will appreciate the facility with which this antihistaminic induces relief from the symptoms of allergy. In most cases, from 25 to 50 mg. are sufficient to produce complete symptomatic relief.

BENADRYL (diphenhydramine hydrochloride) is available in Kapseals® of 50 mg. each, in capsules of 25 mg. each, and as a palatable elixir containing 10 mg. in each teaspoonful.

Benadryl®
hydrochloride



PARKE, DAVIS & COMPANY, DETROIT 32, MICHIGAN





DIETHYLSTILBESTROL

Warren-Teed

known for
uniformity, purity, potency—
requirements of all

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Pharmaceuticals

— THE WARREN-TEED PRODUCTS COMPANY • COLUMBUS 8 • OHIO —

GREENS' EYE HOSPITAL

Completely equipped for the surgical
and medical care of all cases pertaining
to ophthalmology and otolaryngology



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AZNOE'S, established 1896, has available a splendid group of well trained Physicians for appointments. Many desire assistantships; others are specialists qualified to head departments. We also place Nurses, Dietitians, Laboratory, X-ray and Physiotherapy Technicians. For biographies, please write Ann Woodward, Director, Aznoe's Woodward Medical Personnel Bureau, 185 N. Wabash Ave., Chicago.

HILLSIDE HOUSE: A twenty-four hour school for Spastic Children only. In addition to regular schooling they receive daily physiotherapy treatments under the supervision of an Orthopedic Surgeon. Must be mentally alert. Minimum tuition \$175.00 per month. For details write Hillside House, 501 Ontare Road, Santa Barbara, California.

BEVERLY HILLS, California Physicians office. Built in files and instrument cabinets. Beautifully furnished extra large reception room with receptionist. Beverly Hills Professional Building. Unusually good transportation. Approximately 1,000 square feet partitioned, and will nicely accommodate two physicians. Complete X-Ray and Laboratory in building. Write W. E. Schwartz, D.D.S., 105 N. San Vicente Blvd., Beverly Hills.

OPHTHALMOLOGIST desires California location, clinic or group association. Medical, and 3 year postgraduate training ophthalmology finest midwestern Universities. Present position, First Assistant to University Chief of Dept. Previous private practice. Eligible for Boards. Well qualified to assume responsible position. Best references furnished. Box 11,080, California Medicine.

FOR SALE—G. U. table used very little; Brown-Buerger Cystoscope and all G. U. accessories. Inspect equipment 105 East Garvey, Monterey Park. Make offer. No reasonable offer rejected.

WANTED RADIOLOGIST for Locum Tenens the month of September; Diagnostic Roentgenology and X-Ray Therapy. State qualifications. Please write Rex Uncapher, M.D., Scripps Memorial Hospital, La Jolla, California.

RESIDENT PHYSICIAN for private sanitarium and clinic near Los Angeles. Internal medicine and some experience in N. P. work desirable. Excellent opportunity for qualified, energetic, ambitious gentle. Salary open. Furnished residence on grounds. State full particulars regarding experience, training, religion and salary expected. Also furnish recent photograph. Box 12,000, California Medicine.

PHYSICIANS' OPENINGS CALIFORNIA—INTERNSHIP for group, 80 miles from Bay area. Certified or eligible to board. Trial period then share partnership. EENT specialist wishes associate. If well qualified, pay to \$1000.00, or will train young man. Extensive surgical practice. **GENERAL PRACTITIONER**, associate with older physician, small community. General medicine, obstetrics, surgery. Later take over practice. **OBSTETRICIAN** also interested pediatrics for association with surgeon, Bay area community. No specialists this area. EENT specialist for association with internist, surgeon in resort area. New medical building. Write, Hedwig Falkell, Director, Pacific Coast Medical Bureau Agency, Inc., 1406 Central Tower, San Francisco 3.

SANITARIUM—Fine location in Mountain View, California. Modern, fully equipped. Beautiful gardens. Licensed for twenty patients. Owner has operated this institution for eight years. Retiring, desires to sell business. Please reply to Box No. 12,010, California Medicine.

FOR SALE BY ESTATE—Baumanometer Desk Model, \$17.50; Brown Buerger Cystoscope, \$190.00; Brown Buerger Cystoscope, \$100.00; McCarthy Pan Endoscope, \$135.00; McCarthy Cysto-Urethroscope, \$25.00. Telephone Overland 0332, or write C. R. Easley, 114 Belgrave Avenue, San Francisco, California.

WANTED—California licensed physicians—surgeons. **ORTHOPEDIST** Clinic Group \$18,000; **INTERNSHIP** \$12,000; **INTERNSHIP** with secondary interest in psychiatry \$10,000-\$12,000; **MEDICAL DIRECTOR** for Coast Industry, some travel \$10,000; **GENERAL PRACTICE** \$6,000 plus 8-room house; **EENT** for 4-man Group; **EENT** partnership basis little or no competition; **FOREIGN** good hospital facilities, many benefits. Many other positions. No registration fee. Write for forms, Helen Buchan, Director, Continental Medical Bureau Agcy., 510 West Sixth Street, Los Angeles 14.

HOSPITALS FOR SALE, several include established surgical practices. Generally under 50 beds. Helen Buchan, Licensed Real Estate Broker, Continental Medical Bureau, Agency, 510 West 6th Street, Los Angeles 14.

(Continued on Page 10)

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You Prescribe
We Provide....



Dorsey

DEPENDABLE PHARMACEUTICALS

- Like a gem, every case in your daily practice presents many facets besides the strictly medical ones—constitution, temperament, environment, AND the reliability of the medication you prescribe.
- Most of these contributing factors are outside your control. Certainly, in these busy days, you cannot take time to trace the manufacturing history of every drug you use.
- What you can do is to prescribe pharmaceuticals of unquestioned reliability—drugs you can depend upon.
- You can depend upon Dorsey products for unvarying purity and potency, for they are made under rigidly standardized conditions. Laboratory and manufacturing equipment, personnel and procedure are constantly protecting your treatment with Dorsey drugs.

THE SMITH-DORSEY COMPANY
LINCOLN, NEBRASKA

Branches at Dallas and Los Angeles



MANUFACTURERS OF

PURIFIED SOLUTION OF LIVER-DORSEY

SOLUTION OF ESTROGENIC SUBSTANCES-DORSEY

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PROTEIN SPARER

Carbohydrates as protein sparers have particular significance in infant nutrition, which requires a high order of efficient utilization of protein for an active metabolism.

CARTOSE* is well tolerated; its content of dextrans in association with maltose and dextrose minimizes gastrointestinal discomfort due to an excessive concentration of readily fermentable sugars in the gastrointestinal tract.

CARTOSE is liquid, facilitating

rapid, exact formula preparation. It is compatible with any formula base—liquid, evaporated, or dried milk.

SUPPLIED: In clear glass bottles containing 1 pt. Two tablespoonfuls (1 fl. oz.) provide 120 calories. Available through recognized pharmacies only.



CARTOSE

REG. U. S. PAT. OFF.

Mixed Carbohydrates

*The word CARTOSE is a registered trademark of H. W. Kinney & Sons, Inc.

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COLUMBUS, INDIANA

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*Putting palatability
into high-protein diets*

Swift's Strained Meats

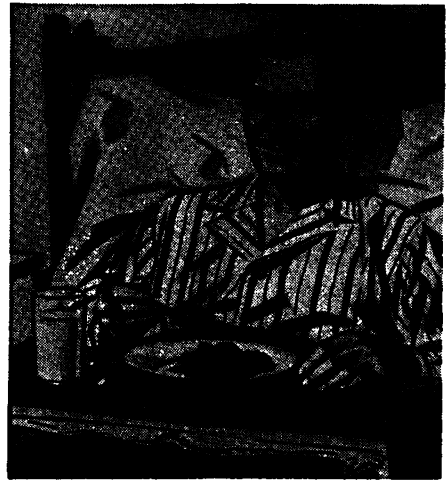
**Prepared originally for infant feeding
now used extensively
for special diet cases**

Good food plays a psychologically as well as a physiologically important part in aiding recovery. This is one reason so many doctors are now using Swift's Strained Meats for patients on high-protein, low-residue diets containing chemically and physically non-irritating foods. Swift's Strained Meats provide a palatable, *natural* source of complete, high-quality proteins, B vitamins and minerals for patients whose condition prohibits the use of meats prepared in the ordinary manner. Each of the six kinds: beef, lamb, pork, veal, liver and heart, offers a tempting, distinctive meat flavor more readily accepted by patients, even when normal appetite is impaired.

minimum. The meats are slightly salted and strained so fine they will pass through the nipple of a nursing bottle . . . may easily be used in tube-feeding. Convenient to use—especially for patients at home—Swift's Strained Meats are ready to heat and serve! Each vacuum-sealed tin contains 3½ ounces of meat.

Swift's Diced Meats—tender, juicy cubes

For soft, smooth, high-protein and low-residue diets, these small cubes of lean meat offer new convenience and appetizing variety. Swift's Diced Meats are tender juicy pieces of meat, easily mashed into smaller particles if desired. 5 ounces per tin.



**Lean meat—strained
fine enough for tube-feeding**



We will be glad to send you further information about Swift's Strained and Swift's Diced Meats with samples. Write Swift & Company, Dept. BF, Chicago 9, Illinois.

All nutritional statements made in this advertisement are accepted by the Council on Foods and Nutrition of the American Medical Association.



SWIFT & COMPANY • CHICAGO 9, ILLINOIS

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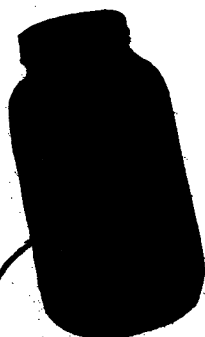
WHENEVER NUTRIENT INTAKE MUST BE AUGMENTED

The occasion frequently arises when the intake of all essential nutrients must be increased, as in general under-nutrition, following recovery from infectious diseases and surgical trauma, and during periods of anorexia when food consumption is curtailed.

In the general management of these conditions, the dietary supplement made by mixing Ovaltine with milk can find wide applicability. Delicious in taste, it is enjoyed by all patients, young and old. Its low curd tension

and easy digestibility impose no added gastrointestinal burden on the patient. This nutritious food drink supplies all the nutrients considered essential for a dietary supplement: biologically adequate protein, readily utilized carbohydrate, easily emulsified fat, B-complex and other vitamins including ascorbic acid, and essential minerals. The recommended three glassfuls daily virtually assures normal nutrient intake when taken in conjunction with even a fair or average diet.

THE WANDER COMPANY, 360 N. MICHIGAN AVE., CHICAGO 1, ILL.

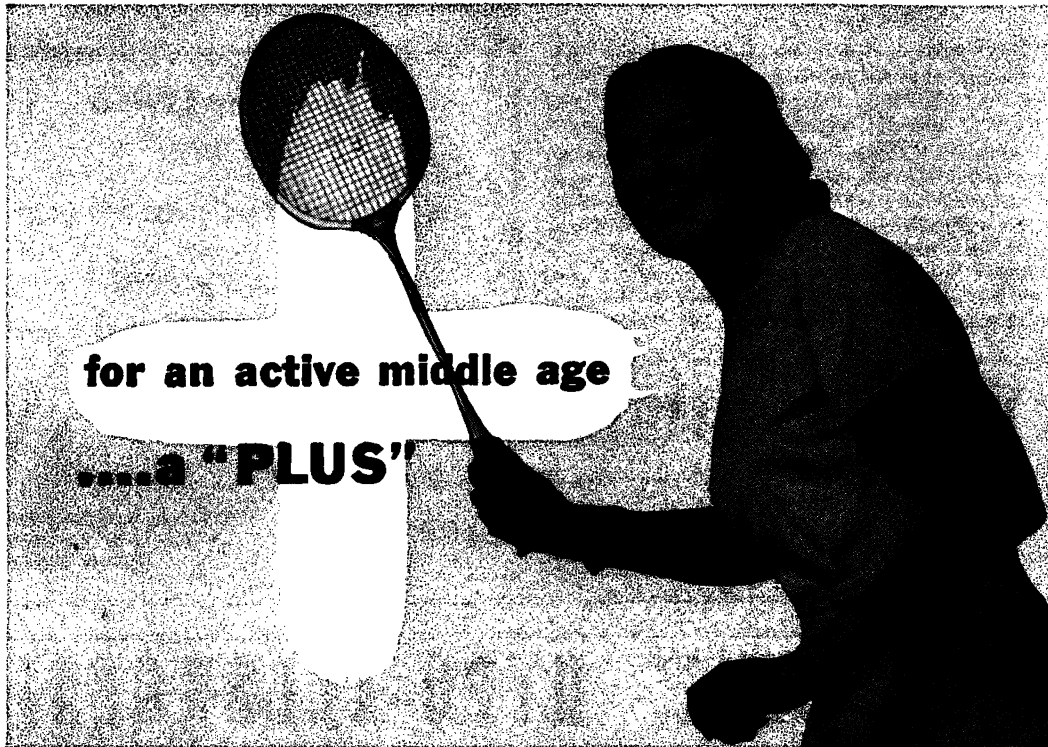


Ovaltine

Three servings daily of Ovaltine, each made of
½ oz. of Ovaltine and 8 oz. of whole milk,* provide:

CALORIES.....	669	VITAMIN A.....	3000 I.U.
PROTEIN.....	32.1 Gm.	VITAMIN B ₁	1.16 mg.
FAT.....	31.5 Gm.	RIBOFLAVIN.....	2.00 mg.
CARBOHYDRATE.....	64.8 Gm.	NIACIN.....	6.8 mg.
CALCIUM.....	1.12 Gm.	VITAMIN C.....	30.0 mg.
PHOSPHORUS.....	0.94 Gm.	VITAMIN D.....	417 I.U.
IRON.....	12.0 mg.	COPPER.....	0.50 mg.

*Based on average reported values for milk.



The "sense of well-being" so frequently reported by patients following "Premarin" therapy often means the difference between an active, enjoyable middle age and a sedentary one. Not only prompt relief from distressing menopausal symptoms but also a brighter mental outlook which may be translated into a desire "to be doing things"...such are the results which may usually be expected following "Premarin" administration . . . therapy with a "plus."

"Premarin" provides effective estrogenic therapy through the oral route with comparative freedom from untoward side effects.

"Premarin" is available as follows:

Tablets of 2.5 mg.bottles of 20 and 100.
 Tablets of 1.25 mg.bottles of 20, 100 and 1000.
 Tablets of 0.625 mg.bottles of 100 and 1000.
 Liquid, containing 0.625 mg. in each 4 cc. (1 teaspoonful)bottles of 120 cc.

While sodium estrone sulfate is the principal estrogen in "Premarin," other equine estrogens . . . estradiol, equilin, equilinenin, hippulin . . . are also present as water-soluble sulfates. The water solubility of conjugated estrogens (equine) assures rapid absorption from the gastrointestinal tract.



CONJUGATED ESTROGENS
 (equine)



AYERST, McKENNA & HARRISON Limited

22 EAST 40th STREET, NEW YORK 16, N. Y.



Established 1935

WALTER L. VOEGTLIN
MD. FACP.
Chief of Staff

FREDERICK LEMERE
MD. FACP.
Staff Psychiatrist

PAUL O'HOLLAREN, MD.
Asst. Chief of Staff

WILLIAM R. BROZ, MD.
Medical Director

WARREN E. TUPPER, MD.
Asst. Medical Director

NELLE O'HOLLAREN, B.S.
directs the Shadel Sanitarium laboratory, the facilities of which are as complete as any general hospital. Members of the Nursing and Social Service staffs of this institution are all specialists in their respective functions.

*Recognized by the American Medical Association
Member of the American Hospital Association*

Shadel

SANITARIUM

Specialists in Therapy for

CHRONIC ALCOHOLISM

By the Conditional Reflex and Adjuvant Methods

WHAT DO WE MEAN BY ADJUVANT METHODS?

Disintoxication with a minimum of sedative medication—hydrotherapy—parenteral fluids.

Complete physical evaluation with correction of deficiencies—bodily—vitamin—nutritional.

Psychiatric evaluation and recommendations as indicated.

Pentothal narcoanalysis and narcosynthesis.

Investigation of the social background and environment.

Social rehabilitation by trained field counselors throughout the first year.

Conditioned reflex therapy is given to all patients. . . . Only those adjuvant methods are administered which may be indicated after complete physical and psychological investigation.

It is the desire of Shadel Sanitarium to cooperate with the family Physician and Psychiatrist to achieve permanent abstinence for the Chronic Alcoholic

7106 35th Ave., S. W., Seattle 6, Wash.

• WEst 7232

Cable Address: REFLEX

NOW AVAILABLE FOR SHOWING AT MEDICAL MEETINGS

The Role of
Gastroscopy
in the Diagnosis and Treatment
of Gastric Pathology

AS PRESENTED BY: LEO L. HARDT, M. D.

Clinical Professor of Medicine

Loyola University School of Medicine

AT THE: American Medical Association Session

Atlantic City, June 9th to 13th, 1947.

This film

contains a critical
visual evaluation of
diagnostic methods
and antacid therapy.

Courtesy prints are available for

showing at medical society meetings, on application to the
Harrower Research and Development Division.

16 mm.

Kodachrome with
sound—running time
about 30 minutes.

HARROWER LABORATORY, INC • GLENDALE, CALIFORNIA

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***I*T is sometimes very important—and
difficult—to keep glasses on a child who
needs visual correction. The making and
precise fitting of frames for children
has been a rewarding specialty with us.
They'll wear Jenkel-Davidson glasses!**

**SAN FRANCISCO 366 Post Street at Union Square
450 Sutter Street • 490 Post • 870 Market Street**

OAKLAND 1904 Franklin Street and 400 Twenty-ninth Street

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ALAMEDA: 2241 Central Avenue • STOCKTON: Medico-Dental Bldg.

RICHMOND: American Trust Bldg. • VALLEJO: 327 Georgia Street

SACRAMENTO: 1021 K Street • SAN RAFAEL: 1014 B Street

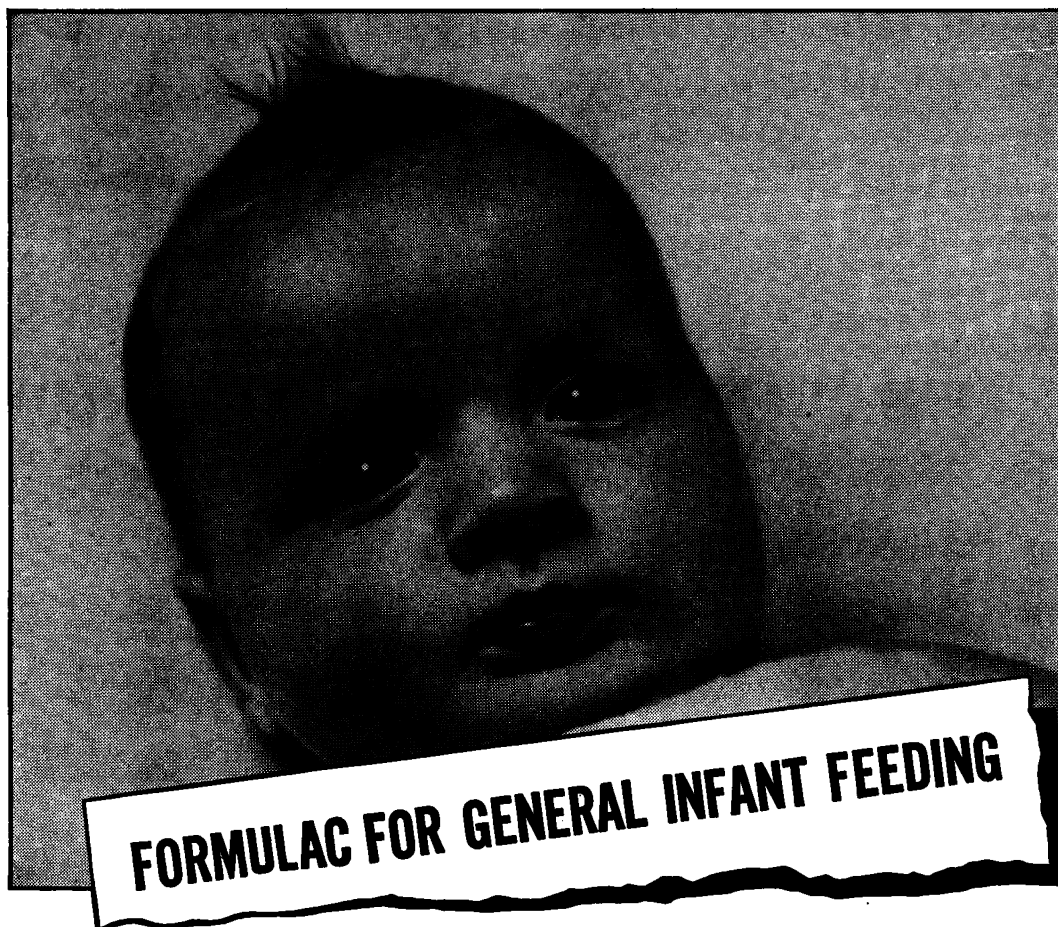
BURLINGAME: 238 Park • PALO ALTO: 571 Ramona Street

SAN JOSE: 231 E. Santa Clara Street

SALINAS: Salinas National Bank Building

SAN MATEO: 310 S. San Mateo Drive

Jenkel-Davidson



FORMULAC Infant Food provides a balanced and flexible formula basis for general infant feeding—both in normal and difficult diet cases.

A product of National Dairy research, FORMULAC is a concentrated milk in liquid form, fortified with all vitamins known to be necessary for proper infant nutrition. No supplementary vitamin administration is necessary with FORMULAC. The Vitamin C content is stabilized, assuring greater safety.

The only carbohydrate in FORMULAC is the natural lactose found in cow's milk—no other carbohydrate has been added. This permits you to prescribe both the amount and the type of carbohydrate supplementation required.

FORMULAC is promoted ethically, to the medical profession only. Clinical testing has proved it satisfactory in promoting normal infant growth and development. On sale in grocery and drug stores throughout the country, FORMULAC is priced within range of even modest incomes.

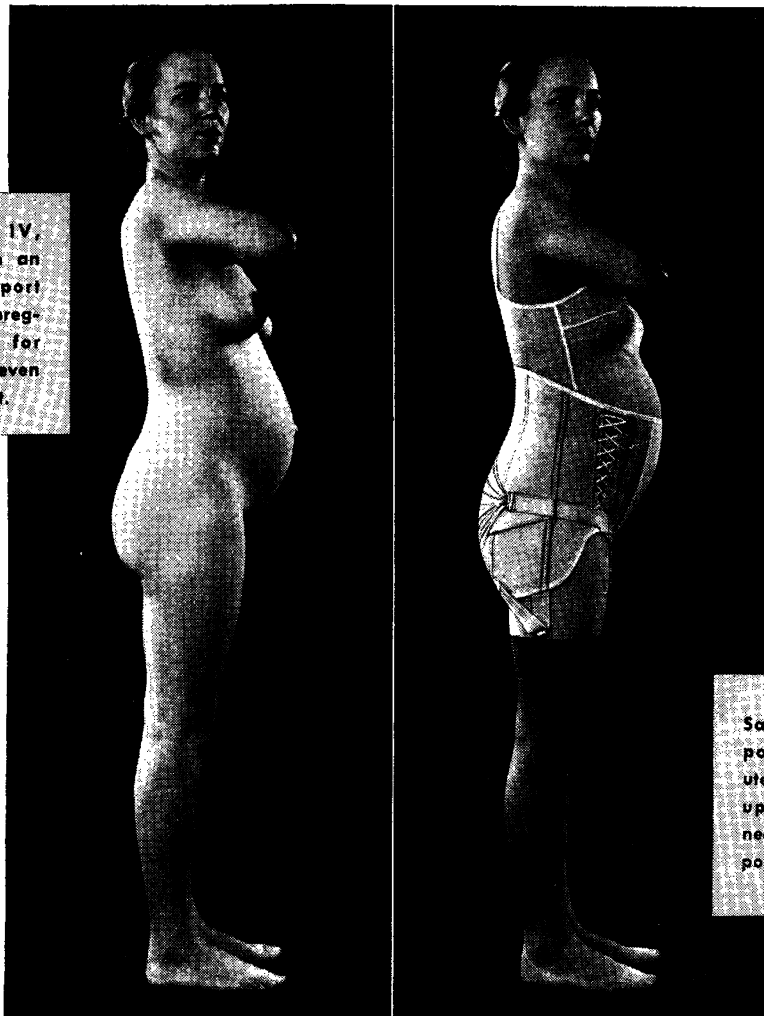
Distributed by KRAFT FOODS COMPANY

NATIONAL DAIRY PRODUCTS COMPANY, INC.
NEW YORK, N. Y.

• For further information about FORMULAC, and for professional samples, mail a card to National Dairy Products Company, Inc., 230 Park Avenue, New York 17, N. Y.



Patient, para IV, has never worn an abdominal support during previous pregnancies. Came for support when seven months pregnant.



Same patient. Support applied. The uterus is being held up and back more nearly over the supporting joints.

Support During Pregnancy

CAMP

By relieving the forward and downward shift of the enlarged uterus, Camp prenatal supports take some of the tension from the abdominal muscles and fasciae, assist in the return of venous blood, prevent many backaches and give exceptional support to the softened joints of the pelvic girdle.

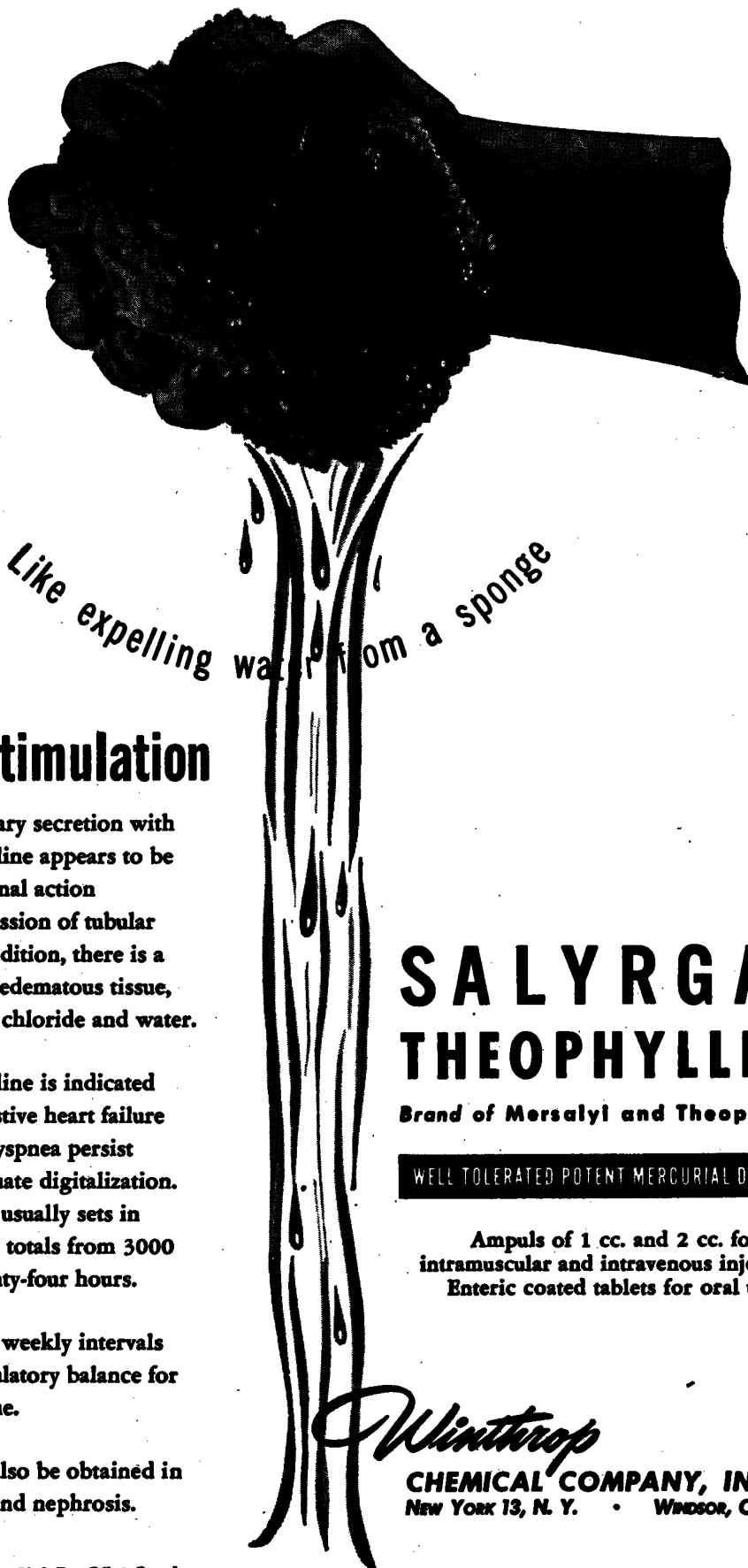
Experience shows that best results are obtained when prenatal supports are applied during the fourth month and worn faithfully throughout pregnancy.

S. H. CAMP AND COMPANY • JACKSON, MICHIGAN

World's Largest Manufacturers of Scientific Supports

Offices in New York • Chicago • Windsor, Ontario • London, England

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Like expelling water from a sponge

Urinary Stimulation

Stimulation of urinary secretion with Salyrgan-Theophylline appears to be due chiefly to its renal action consisting of depression of tubular reabsorption. In addition, there is a direct influence on edematous tissue, mobilizing sodium chloride and water.

Salyrgan-Theophylline is indicated primarily in congestive heart failure when edema and dyspnea persist after rest and adequate digitalization. Gratifying diuresis usually sets in promptly and often totals from 3000 to 4000 cc. in twenty-four hours.

Injections at about weekly intervals help to insure circulatory balance for long periods of time.

Good results may also be obtained in chronic nephritis and nephrosis.

SALYRGAN THEOPHYLLINE

Brand of Mersalyl and Theophylline

WELL TOLERATED POTENT MERCURIAL DIURETIC

Ampuls of 1 cc. and 2 cc. for
intramuscular and intravenous injection.
Enteric coated tablets for oral use.

Winthrop

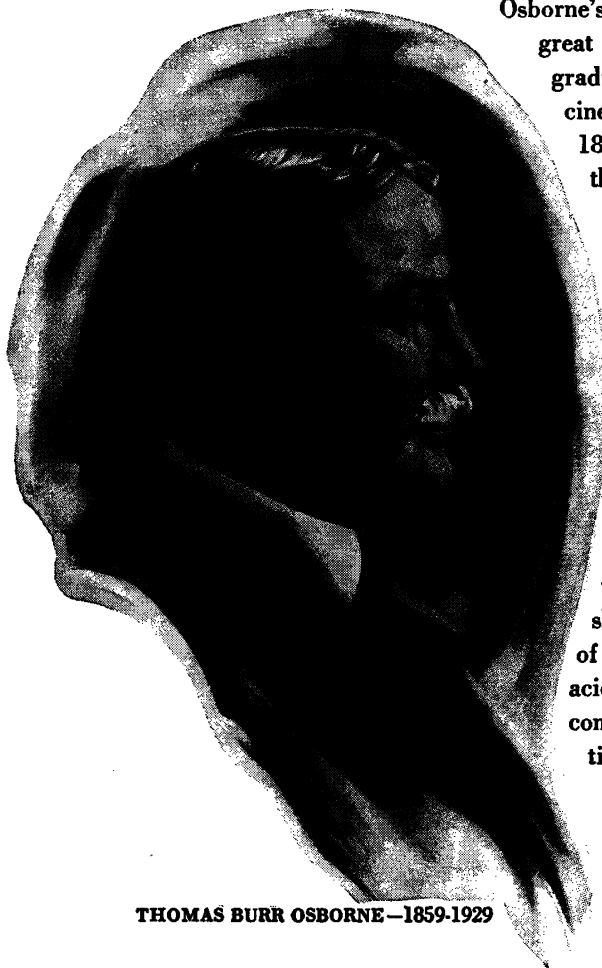
CHEMICAL COMPANY, INC.
New York 13, N. Y. • Windsor, Ont.

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Men and Amino Acids

.....



THOMAS BURR OSBORNE—1859-1929

Osborne's forty years of research effort contributed a great deal to our modern knowledge of proteins. On graduating from Yale University, he studied medicine for a year, then took a Ph.D. in chemistry; in 1886 he began his lifework as a staff member at the Connecticut Agricultural Experiment Station under Professor S. W. Johnson. His work on vegetable proteins was presented in an important series of papers dealing with the proteins of no less than 32 edible and other seeds. He revealed the inadequacy of characterizing protein preparations solely on the basis of their elemental composition; indicated that most of the known proteins could be classified by methods of amino acid analysis and by their physical properties; demonstrated that different types of plant and animal cells have distinctive protein patterns. With Mendel, he showed that the wide variations in nutritive value of different proteins were related to their amino acid content, and introduced the protein efficiency concept, about which much work in protein nutrition is now centered. With H. Gideon Wells, he investigated anaphylactogenic effects of vegetable proteins. The American Association of Cereal Chemists founded the Thomas Burr Osborne gold medal in recognition of his valuable work in cereal chemistry. He ranks, with Fischer and Kossel, among the greatest pioneers of protein research.

.....

The Arlington Chemical Company

Yonkers 1, *Arlington* New York

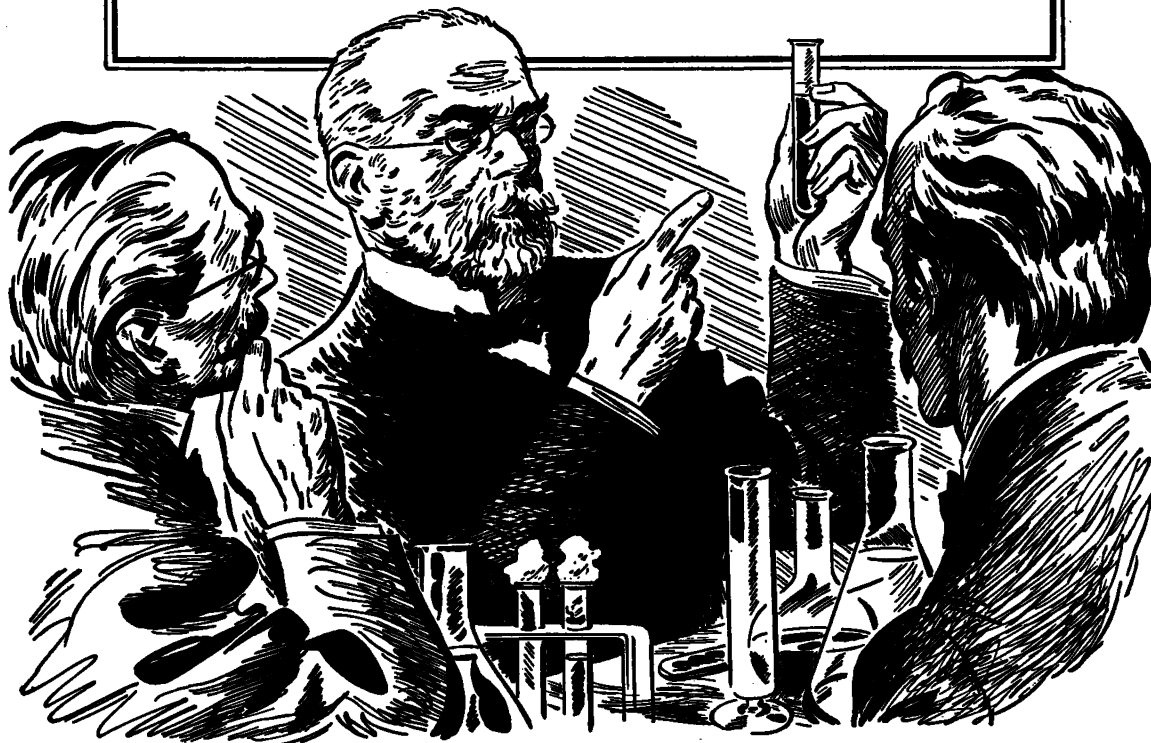
Sixth in a series

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Experience is the Best Teacher

Robert Koch (1843-1910) proved it in bacteriology...

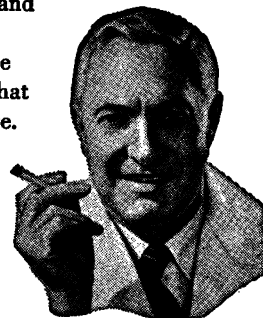
Koch showed in his postulates that he knew the value of experience: Specificity is demonstrated only when the microorganism (1) is present in all cases of the disease, (2) can be cultivated in pure culture, (3) produces the disease in susceptibles on inoculation, and (4) can be recultivated in pure culture.



Yes, and experience is the best teacher in smoking too!

The wartime cigarette shortage was a real experience for smokers. Millions of people smoked whatever brand was available—more different brands than they might ordinarily have tried in years. And from that experience so many more smokers chose Camel as their cigarette that today more people are smoking Camels than ever before.

But, no matter how great the demand, we don't tamper with Camel quality. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.



According to a recent Nationwide survey:

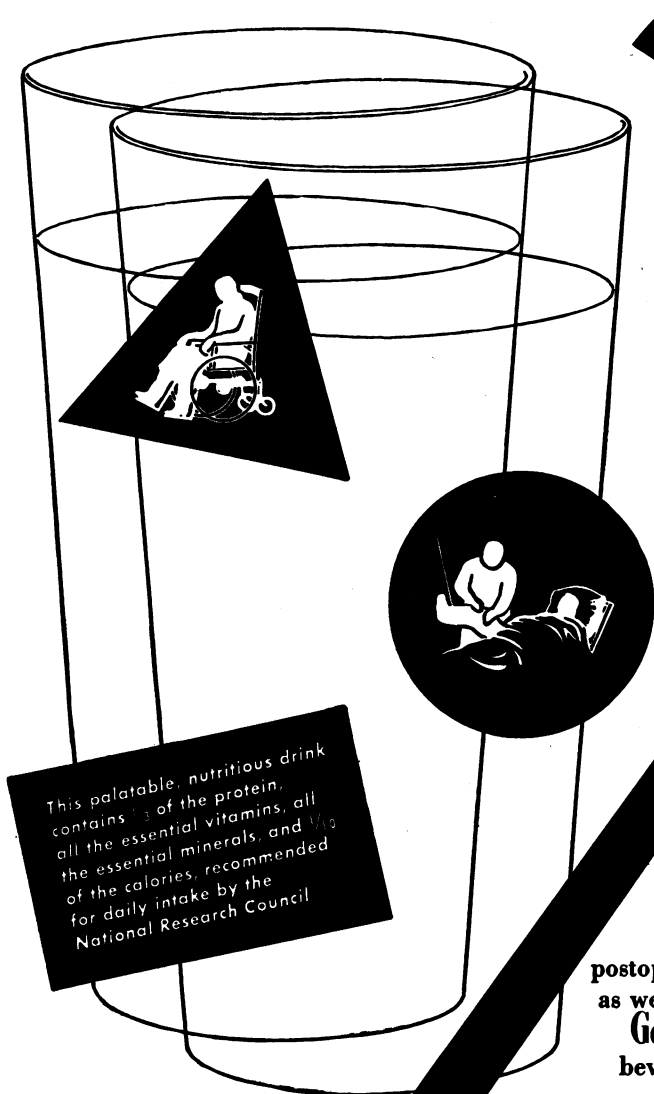
MORE DOCTORS SMOKE CAMELS

than any other cigarette

R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

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✱ “**M**aintain the best possible nutritional status in the diseased and injured...”



Gerilac's wealth of valuable milk proteins... its milk carbohydrate, lactose... its ample fortification with all essential vitamins and minerals... its low fat content... its palatability and easy digestibility—all suggest its routine use to assure well-rounded nutrition in convalescence, in pregnancy and lactation, in pre- and postoperative conditions, in restricted diets, as well as in pediatric and geriatric cases.

Gerilac has a pleasant, bland taste as a beverage, with and without the addition of flavors, and may also be readily used in cooking and baking.

Write for Professional Literature and "Tasty Recipes" booklet.

BORDEN'S PRESCRIPTION PRODUCTS DIVISION
350 MADISON AVENUE, NEW YORK 17, N. Y.

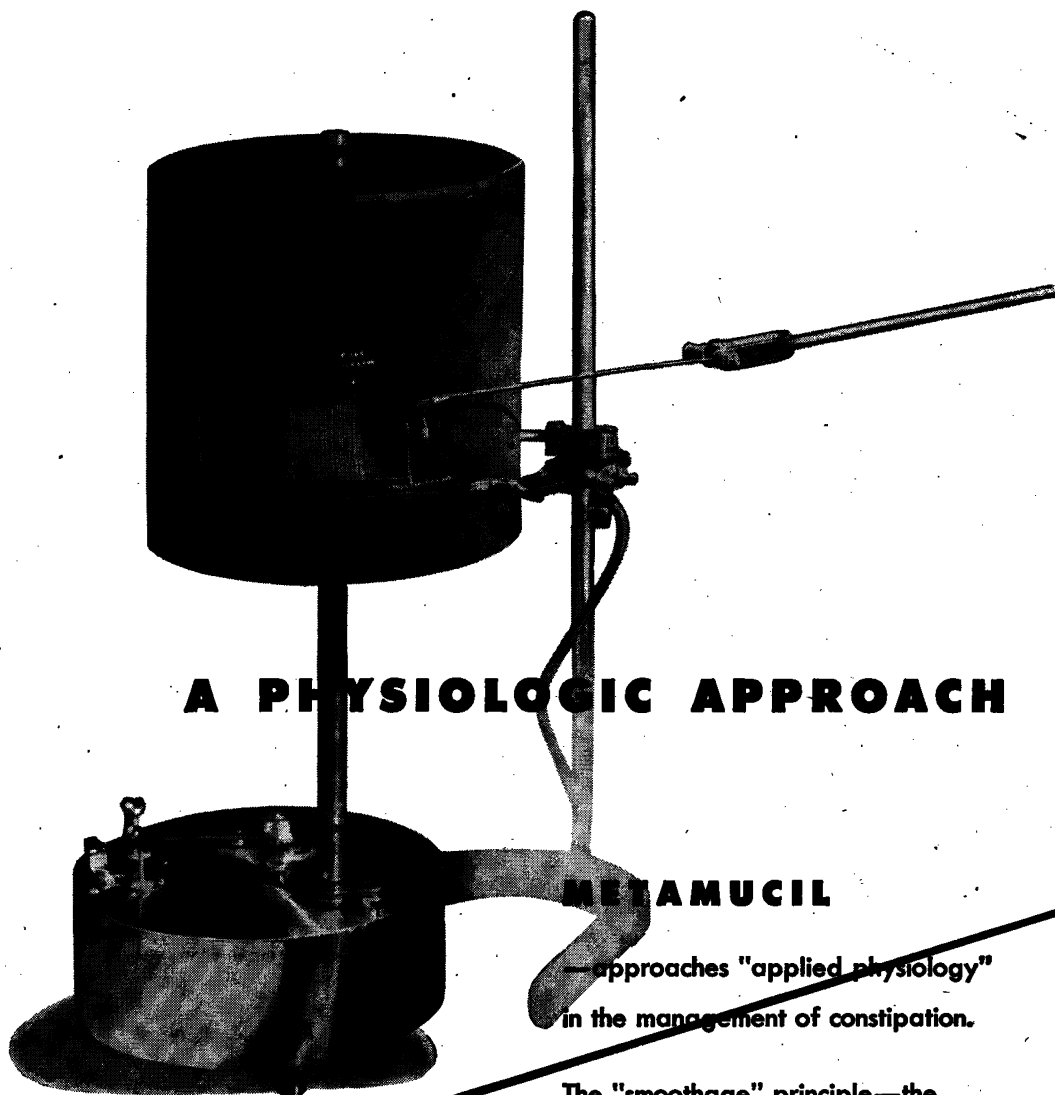
✱
So advises the National Research Council's Committee on Convalescence and Rehabilitation (War Med. 6:1, 1944).

Gerilac

A Dietary Supplement for Convalescents and the Aged. GERILAC contains spray-dried whole milk and skim milk, and is fortified with vitamins A and D, B-Complex, C, together with niacinamide, mono-sodium phosphate and iron citrate. Available in 1-lb. tins at all pharmacies.



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A PHYSIOLOGIC APPROACH

METAMUCIL

—approaches "applied physiology"
in the management of constipation.

The "smoothage" principle—the gentle, nonirritating action of Metamucil—encourages normal physiologic bowel function.

Metamucil is the highly refined mucilloid of *Plantago ovata* (50%), a seed of the psyllium group, combined with dextrose (50%) as a dispersing agent.

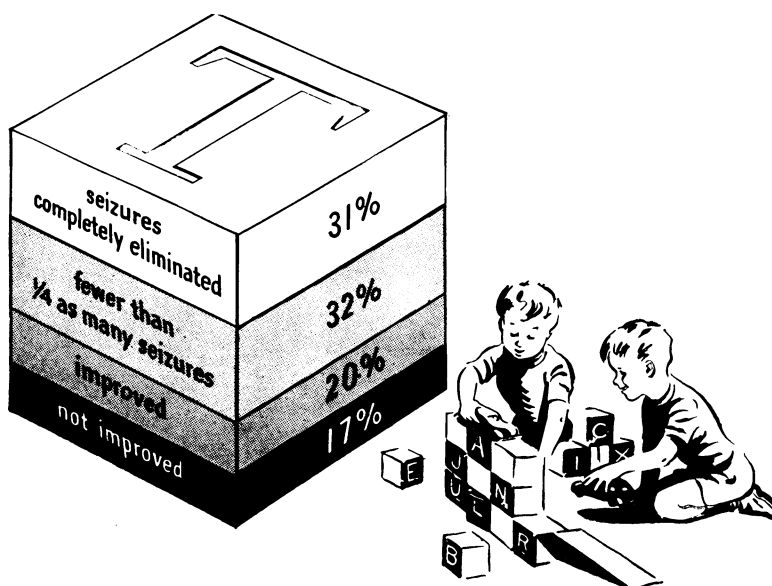


Metamucil is the registered trademark of G. D. Searle & Co., Chicago 80, Illinois.

SEARLE

RESEARCH IN THE SERVICE OF MEDICINE

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83% of petit mal cases improve with Tridione

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Here's new evidence of the effectiveness of Tridione in the treatment of petit mal. In a recent study, Tridione was given to 166 patients suffering from petit mal (pyknoepilepsy), myoclonic jerks or akinetic seizures.¹³ This group as a whole had received but mediocre benefits from other medicaments. With Tridione, 31% of the 166 became free of seizures; 32% had fewer than one-fourth of the previous number of seizures; 20% improved to a lesser extent; 13% remained unchanged, and only 4% became worse. *Thus 83% showed improvement.* In some cases the seizures *did not return* after Tridione was discontinued, the longest seizure-free period thus far being 18 months. Studies also have shown that Tridione is of benefit to certain psychomotor patients when given in conjunction with other antiepileptic drugs.¹² Tridione is available through your pharmacy in 0.3-Gm. capsules and in pleasant-tasting aqueous solution containing 0.15 Gm. per fluidrachm. Capsules in bottles of 100 and 1000; solution in 1-pint and 1-gallon bottles. If you wish to know more about Tridione, just write to ABBOTT LABORATORIES, North Chicago, Illinois.

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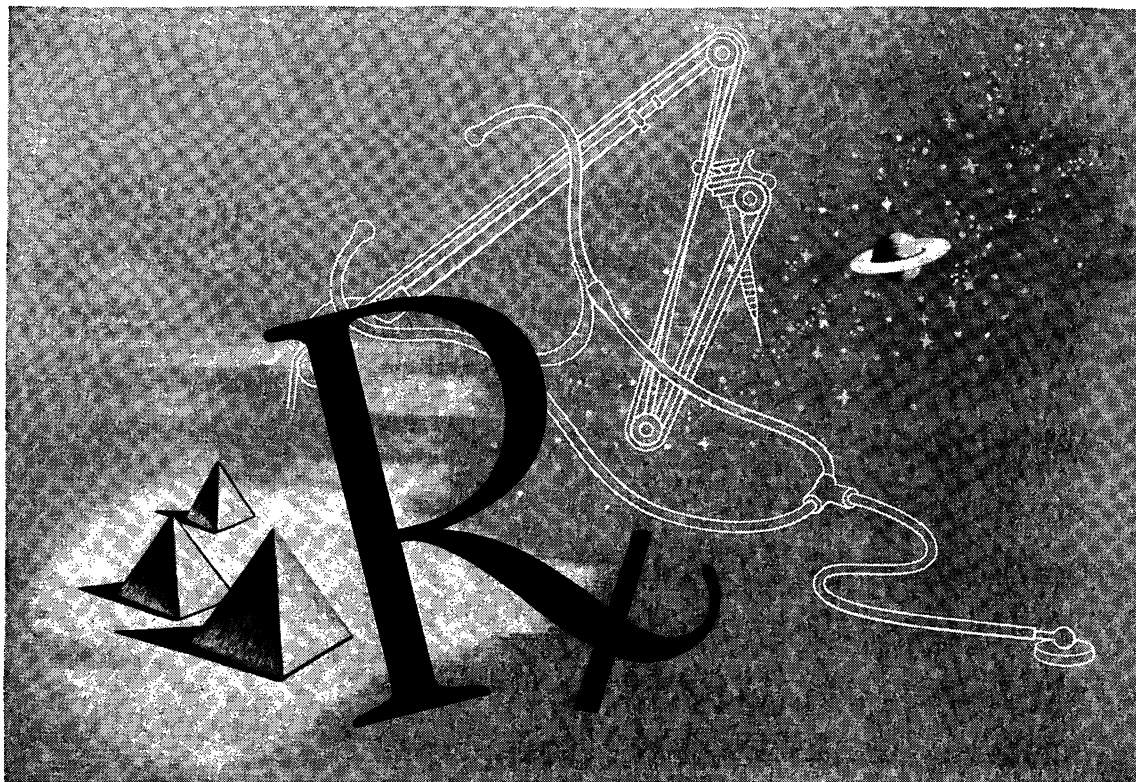
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The First Prescription was written in Egypt about 3700 B.C. Later, when the color of an herb was believed to indicate which planet it was under and for what disease it should be used, herbs were compounded with long prayers for their success to Jupiter, largest of the planets. Next, the prayers were condensed, written over the command "Recipe!" (Take!), and finally shortened to \mathcal{R} (R plus a vestige of the old sign of Jupiter).

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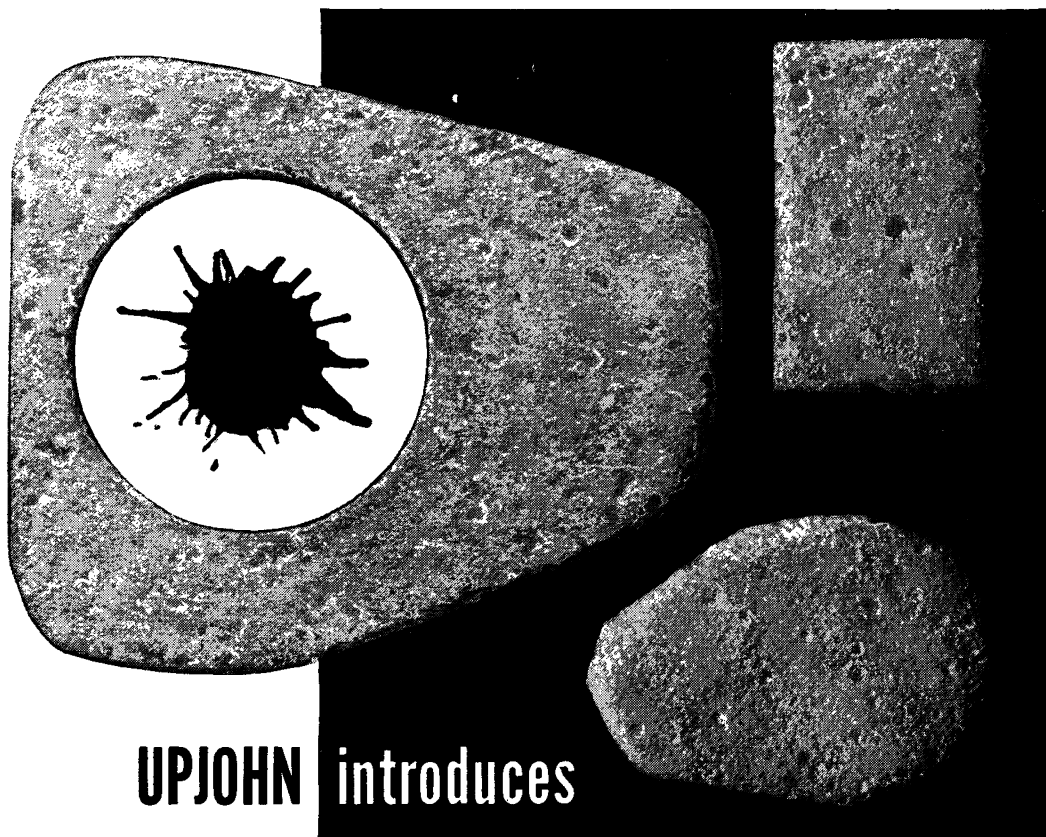
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The development of Gelfoam* by the Upjohn research laboratories marks a new advance in hemostasis. Gelfoam is a readily absorbable, easily cut and molded gelatin sponge which may be used with or without thrombin and may be left in situ without fear of tissue reactions. Gelfoam makes readily available biochemical hemostasis to simplify the clearing of oozing surfaces, the control of capillary bleeding, the arrest of trickling from small veins, and the staunching of annoying hemorrhage from resected tissues. It has a wide variety of indications in surgery and general practice. Gelfoam is a unique addition to the surgical armamentarium for the control of bleeding.



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Is made in sponges 20 x 60 x 7 mm. in size. Four sponges are packed in each jar.

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Denver	1126
Washington, D. C.	820
Atlanta	697
Boston	359
Detroit	1921
St. Louis	2837
Chicago	2077
Des Moines	5228
New Orleans	796
Omaha	4159
New York	585
Portland, Oregon	36
Philadelphia	1257
Dallas	2077

*"Allergy in Practice," Feinberg, S. M., Second Edition, 1946, Year Book Publishers, Chicago



Pyribenzamine HYDROCHLORIDE

In seasonal hay fever Pyribenzamine has provided effective symptomatic relief in 82 per cent of patients.* It has also been successfully employed in urticarial dermatoses, acute and chronic atopic dermatitis and certain allergic drug reactions. The comparatively low incidence of side effects permits adequate doses in cases where other antihistaminics have not been tolerated.

*Feinberg, J.A.M.A. 132:702, 1946

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The subject is: Allergy

The advice, as usual, is:
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Some things you should know about allergy

No. 206 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.

MEDICAL science has discovered many interesting things about allergy.

If today you tell your doctor that you suffer from asthma, sneezing attacks, or itching eyes, one thing he considers is the possibility that you may be *allergic*—which means that you may be sensitive to some substance which causes no trouble for most people.

In discovering this offending substance (known as an *allergen*), your doctor acts as a detective. He may ask detailed questions about the time of your attacks, where they occur, the furnishings of your home, the food you eat.

Such questions may give him clues to the nature of your trouble. If your attacks come, for instance, in the late spring or summer months and last till the first frosts, he will suspect that your trouble is due to some pollen, that you may have some form of "hay fever."

In other forms of allergy, it is not so easy to track down the offending substance. If your case is not clear-cut, your doctor must consider hundreds of possibilities.

A few grains of mustard can make some people violently ill. A man can be sensitive to his wife's face powder, or to dog hair, or grass pollen, or to the cattle hair in the mat under a rug.

Simple skin tests are often used to reveal the offending substance. Drops of various extracts—of pollen, foods, and other substances—are injected into the skin or put on skin scratches. If you are sensitive to the substance being tested, a swelling will usually develop within a few minutes.

Once a doctor has found what causes the allergic reaction—by means of the history of the case supplemented by skin tests—he will prescribe treatment according to the nature of the patient's sensitivities.

If the patient is allergic to a particular food, the easiest solution is to avoid the food. If his sensitivity is to feathers, the substitution of a fibre pillow for a

feather one may bring surprisingly effective relief.

If the allergen is house dust or pollen, or something else that cannot be easily avoided, a series of inoculations may be suggested.

Some people, however, do not respond to this type of treatment, or are sensitive to too many different things to make inoculations a practical procedure. New chemical drugs—developed to control

allergic reactions in certain types of allergy—are showing promise. They are to be used, of course, only under the direction of a physician.

SEE YOUR DOCTOR. If you suffer from recurring and unexplained attacks of sneezing, skin rashes, or asthma, see your doctor. In allergy, as in other medical problems, your physician can give you more help today than ever before.



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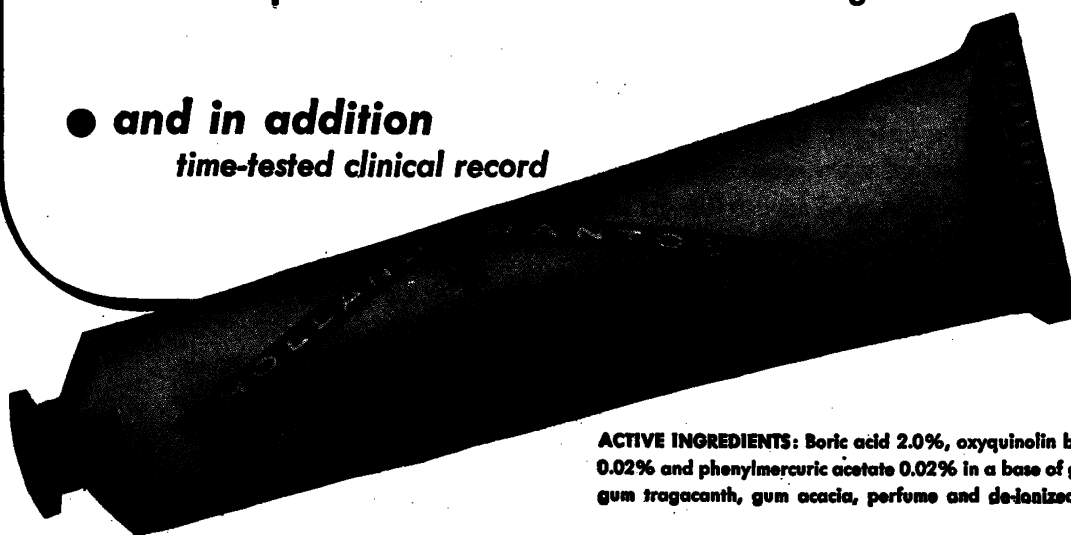
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ACTIVE INGREDIENTS: Boric acid 2.0%, oxyquinolin benzoate 0.02% and phenylmercuric acetate 0.02% in a base of glycerin, gum tragacanth, gum acacia, perfume and de-ionized water.



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of man's body fluids, the minuscule sodium ion is a star performer.


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Mindful of the clinical evidence in favor of restricted use of sodium, when edema threatens, he exercises his discrimination in refusing to cast this star in the wrong therapeutic role.



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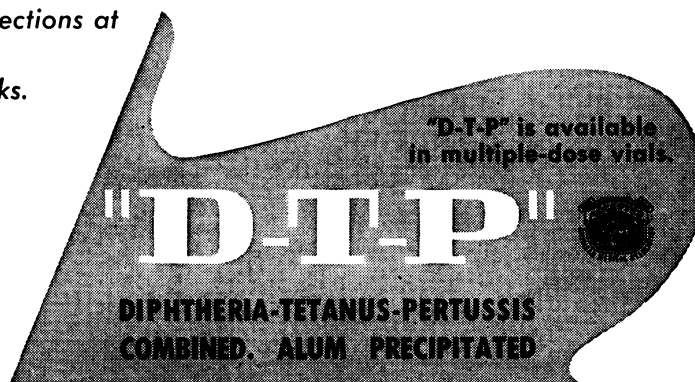
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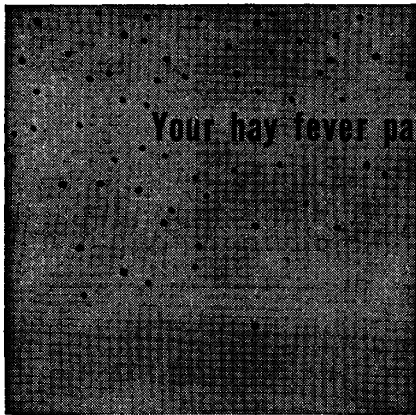
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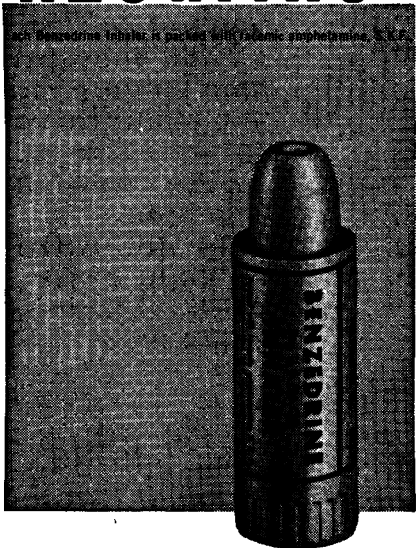


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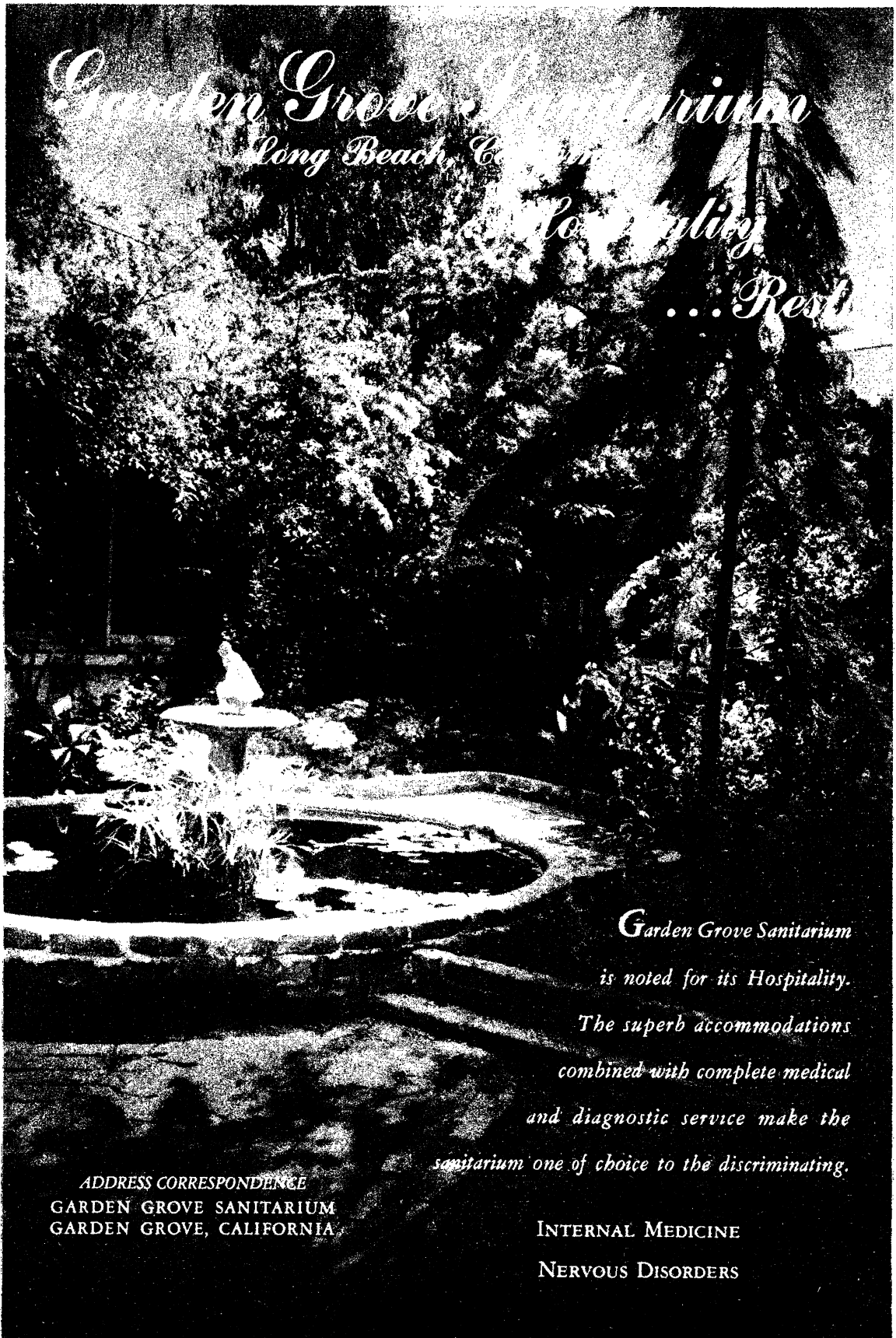
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